



Colorado Proud Fact Sheet

WHAT IS COLORADO PROUD?

The Colorado Proud Program was created by the Colorado Department of Agriculture in 1999 to:

- Promote Colorado food and agricultural products.
- Make it easier for consumers to identify and purchase Colorado products by labeling them with the Colorado Proud logo.
- Raise consumer awareness of the benefits of buying locally grown, processed and manufactured products.
- **Better for You. Better for Colorado.** This is the tag line that is used when branding and promoting the program.

WHAT'S NEW!

Currently, the Colorado Proud Program has over 950 members that include growers, processors, restaurants, retailers and associations statewide.

- In 1999 the program started with 65 companies.
- According to a 2007 survey, 61% of respondents were very or somewhat familiar with the Colorado Proud logo and 82% purchase at least some Colorado food products.

WHY IS IT IMPORTANT?

- Colorado agriculture is essential in the state, contributing nearly \$16 billion annually to the state's economy – ranking in the country's top 10 for production of nearly 30 agricultural products.
- Colorado has 31,000 farms and ranches encompassing 30.7 million acres – nearly half the state's total land.
- There are more than 105,000 jobs in Colorado related to agribusiness.

WHY SHOULD YOU BUY LOCALLY?

- Now more than ever, consumers can have a positive impact on Colorado's economy by looking for the Colorado Proud label and buying locally grown, raised and processed products.
- From the field to your fridge. Products grown or produced locally are fresher because they are harvested and delivered immediately to local retailers – not stored and transported from out-of-state.
- Because these products are fresher and have not been transported they retain more of their nutritional value and are better for you.
- By buying Colorado products you are helping to maintain jobs and various businesses related to agriculture.
- Purchasing Colorado grown and produced products helps to sustain family farms, family values and strong work ethics.
- Buying locally grown food helps support Colorado's western heritage – farms and ranches are the legacies of our past.
- The beauty of farms and ranches enriches the Colorado landscape.
- Buying Colorado is better for the environment because it helps keep farms and ranches profitable, thereby maintaining open space and wildlife habitat.
- **Better for You. Better for Colorado.**